

SHOWMAN'S MANUAL

DEATH STALKED THEM WHILE THEY
STALKED A KILLER . . .
who wore
another man's
face!



**APPOINTMENT
WITH A SHADOW**

CINEMASCOPE

Starring **GEORGE NADER · JOANNA MOORE**
BRIAN KEITH · VIRGINIA FIELD with **FRANK deKOVA**

Directed by RICHARD CARLSON · Screenplay by ALEC COPPEL and NORMAN JOLLEY
Produced by HOWIE HORWITZ · A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

Ad Mat No. 401—408 Lines—4 Col. x 7 1/4" MAT No. 401

WAS THIS THE MAN THEY
HUNTED...OR THE KILLER WHO
HUNTED THEM?



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Starring
**GEORGE NADER
JOANNA MOORE
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Produced by HOWIE HORWITZ
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 204

Ad Mat No. 204—182 Lines—2 Col. x 6 1/2"

WAS THIS THE MAN THEY
HUNTED...OR THE
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THEATRE

MAT No. 203

Ad Mat No. 203—130 Lines—2 Col. x 4 1/2"

billing

Universal-International Presents
"APPOINTMENT WITH A SHADOW"
 In CinemaScope
 starring
GEORGE NADER
JOANNA MOORE
BRIAN KEITH
VIRGINIA FIELD
 with
FRANK deKOVA
 Directed by
RICHARD CARLSON
 Screenplay by
ALEC COPPEL and
NORMAN JOLLEY
 Produced by
HOWIE HORWITZ

the cast

Paul Baxter.....**GEORGE NADER**
 Penny Spencer.....**JOANNA MOORE**
 Spence.....**BRIAN KEITH**
 Florence.....**VIRGINIA FIELD**
 Dutch Hayden.....**FRANK deKOVA**

the staff

Director of Photography, William E. Snyder, A.S.C.; Art Direction, Alexander Golitzen and Bill Newberry; Set Decorations, Russell A. Gausman and William P. Tapp; Sound, Leslie I. Carey and Robert Pritchard; Film Editor, George Gittens, A.C.E.; Gowns, Bill Thomas; Make-up, Bud Westmore; Choreography, Kenny Williams; Assistant Director, Gordon McLean; Special Photography, Clifford Stine, A.S.C.; Music Supervision, Joseph Gershenson.

the story

(Not for Publication)

Paul Baxter (GEORGE NADER), once a top reporter, but now on the alcoholic skids, gets a chance to redeem himself. From his girl friend, Penny Spencer (JOANNA MOORE) he learns that a notorious killer at large, Dutch Hayden (FRANK deKOVA) is being set up for capture by the police through his burlesque beauty sweetheart, Florence Knapp (VIRGINIA FIELD). Penny's brother, a police lieutenant (BRIAN KEITH), heads the cordon which is to take Dutch when he and Flo leave a restaurant, as pre-arranged. Paul is to witness the capture exclusively, thus get back on his paper. He sees the event, and the man with Flo shot and killed. But that man is a "plant," and the real Dutch Hayden sees the killing from the same rooftop. Paul escapes him by diving over a wall. He tries to tell Spence, but is spurned, and in turn becomes the hunted. Hayden gets Flo to bring Paul to his place at gunpoint, forces him to the roof, tries to make him jump to



"APPOINTMENT WITH A SHADOW" (2-A)

Frank deKova, playing a fugitive gangster, aims to eliminate the only witness to his strange "murder" by doing away with ex-newspaperman George Nader in "Appointment with a Shadow." Also starred in this Universal-International suspense drama in CinemaScope are Joanna Moore, Brian Keith and Virginia Field.

(Still 1878-16)

"Appointment With A Shadow" Is Unusual New Suspense Film

(Advance)

Edge-of-the-seat suspense keynotes Universal-International's "Appointment With a Shadow," coming.....to the.....theatre, with George Nader, Joanna Moore, Brian Keith and Virginia Field as its quartet of stars.

Nader, a boozing ex-reporter, can't get the police to believe that a stakeout which he, Nader, witnessed from a nearby rooftop, brought death to a "plant" rather than to the gangster, Dutch Hayden, whom police believe they have slain. Through the gangster's striptease girl friend, Virginia Field, Nader is trapped, but eventually manages to turn the tables on the gangster.

Nader's portrayal of a down-and-out reporter, particularly his struggle to resist liquor, is a top job for the popular star. In her first starring role, Joanna Moore, as the girl friend, displays a flair for the dramatic after several frothy roles. Brian Keith is a rugged police lieutenant and Frank deKova a perfect villain. Direction by Richard Carlson builds to high suspense. The film was produced by Howie Horwitz.

look like suicide. In a struggle and chase on the darkened roof, Paul knocks out Dutch with a plank, captures him with his own gun, thus earns his scoop and new faith from Penny.

Going Kissless Not Her Idea of Stardom Avers Pert Joanna

(Advance)

Joanna Moore has found that her first starring role leaves one very feminine factor to be desired. A kiss!

For, during the length and breadth of Universal-International's "Appointment With a Shadow," coming.....to the.....Theatre, the lovely blonde actress receives not one kiss, not even a tiny peck on the cheek, from leading men George Nader and Brian Keith.

"I'm going to put in a formal complaint to the script writer," says Joanna, who is one of Hollywood's most eligible bachelor girls. "This is an affront to us women, especially a Southern gal like myself.

"Where I come from, we consider it a token of hospitality for a man to give a girl a l'il old kiss and being a true daughter of the Old South, I don't mind returning the hospitality," the pretty Rebel from Americus, Georgia, continues.

But, Joanna isn't making too much of an issue out of missing her first "star" kiss. In her first four pictures before this one, the kissable Moore lips were sent into action no less than 37 times.

"At least I've got memories to carry me through this one," laments Joanna. "But memories don't keep me warm on a cold stage!"

'Appointment With Shadow' Proves Top Suspense Film

A worthy new challenger in the realm of keening suspense came upon the local scene yesterday with the opening of "Appointment With a Shadow" at the.....theatre. This CinemaScope production stars George Nader, Joanna Moore, Brian Keith and Virginia Field.

Gangster Frames Own Murder In New Film

(Advance)

How a gangster was a spectator at his own slaying, then pursued the only witness who could prove it, is the offbeat theme of "Appointment With a Shadow," from Universal-International, coming next to the.....theatre.

George Nader, Joanna Moore, Brian Keith and Virginia Field are all co-starred in the CinemaScope production in which a discredited newspaper reporter sees an incredible killing, cannot convince the police they've made a mistake, and is in turn staked out by an infamous gangster.

Baseball Tosses Film Career Assist

(Current)

Actress Lynne Malcolm just knew that some day her experience as a girls' softball team pitcher would be of value. And finally it did.

Lynne was signed by Universal-International to toss a whisky bottle at George Nader in "Appointment With a Shadow." She was supposed to just miss him, but hurl the liquor laden missile with force enough to break and shower the star. After a couple of warmup tosses, Lynne went to the mound and pitched a perfect game: one throw, one hit, one wet actor, one take.

"Appointment With a Shadow," starring George Nader, Joanna Moore, Brian Keith and Virginia Field, is now unreeling suspensefully at the.....theatre.

No newcomer to the suspense drama after his roles in "Flood Tide" and "Man Afraid," Nader turns in an exceptional perform-



"APPOINTMENT WITH A SHADOW" (1-A)

Joanna Moore accepts George Nader's kisses, but wonders if their romance may be at an end in Universal's suspenseful melodrama, "Appointment With a Shadow." Filmed in CinemaScope, the production also stars Brian Keith and Virginia Field.

(Still 1878-3AD)

ance as a discredited newspaperman torn between an alcoholic's torment, and a fight to regain his own name, and now strangely involved in an even more perilous fight for his life.

"Appointment With a Shadow" deals with the pursuit of a gangster presumably shot dead in a police stakeout, and brings the wiles of the professional hoodlum into sharp focus against the grim struggle for survival of a cornered man. As the reporter who can't make the police believe they've been framed, Nader is at odds with his sweetheart, Joanna Moore, and her police-officer brother, Brian Keith. The favor they have done him in letting him "witness" the capture of a gangster boomerangs when, from a roof top above the stakeout, he finds the gangster also witnessing the same stakeout, and realizes the police have been duped. Then begins a turnabout chase, with Nader as the prey and the gangster, Frank deKova as the aggressor, abetted by the gangster's striptease sweetheart, Virginia Field.

Joanna Moore, achieving stardom in the picture, proves capable in a straight dramatic role after lighter parts in previous pictures. Virginia Field is an enchanting burlesque queen and gangster's moll, and Brian Keith is most effective as the deluded detective. Richard Carlson's direction is taut, swift and sure, and producer Howie Horwitz's familiarity with underworld patois adds to the realism of the production.



"APPOINTMENT WITH A SHADOW" (1-B)

Virginia Field is cast as a striptease star and gangster's moll in Universal's suspense drama, "Appointment With a Shadow." In CinemaScope, the film story of underworld machinations also stars George Nader, Joanna Moore and Brian Keith. (Still 1878-8AD)



"APPOINTMENT WITH A SHADOW" (2-B)

Joanna Moore, Brian Keith and George Nader are starred, along with Virginia Field, in Universal-International's suspense drama, "Appointment With a Shadow." Filmed in CinemaScope, it delineates a cross chase between a "slain" gangster leader and a discredited newspaperman.

(Still 1878-2)

SUGGESTED COPY FOR "LIVE" RADIO SPOTS

(ONE MINUTE)

ANNOUNCER: On the rooftop jungle of the frightened city they had an "Appointment With a Shadow" . . . George Nader, Joanna Moore, Brian Keith and Virginia Field in "Appointment With a Shadow," the stark story of the killer who wore another man's face . . . and the one man who knew his secret . . . "Appointment With a Shadow," the strange, vengeful story of one man's reign of defiance . . . "Appointment With a Shadow" . . . the motion picture that's your appointment with keening excitement . . . Filmed in spectacular CinemaScope . . . starring George Nader, Joanna Moore, Brian Keith and Virginia Field . . . "Appointment With a Shadow" . . . soon at the.....theatre.

(30 SECONDS)

ANNOUNCER: On the rooftop jungle of a frightened city they had an "Appointment With a Shadow," and that is an appointment with keening excitement for every moviegoer. "Appointment With a Shadow," coming soon to thrill you at the.....theatre. "Appointment With a Shadow," starring George Nader, Joanna Moore, Brian Keith and Virginia Field . . . in CinemaScope!

(15 SECONDS)

ANNOUNCER: It's your appointment with keening suspense. "Appointment With a Shadow," in CinemaScope, starring George Nader, Joanna Moore, Brian Keith and Virginia Field. Don't miss "Appointment With a Shadow" coming.....to the.....theatre!

TV TELOP OR SLIDE

Effective, dramatic Telops and Slides for television use are available on "Appointment With a Shadow." Your cost is \$6.00 with theatre playdate and station identification information (to accompany your order) . . . and \$5.00 without theatre playdate or station identification . . . Additional copies, \$2.50 each for Telop or Slide. Be certain to state whether you are ordering Telop or Slide. Order direct from QQ TITLE CARD CO., 247 West 46th St., New York 36, N. Y.

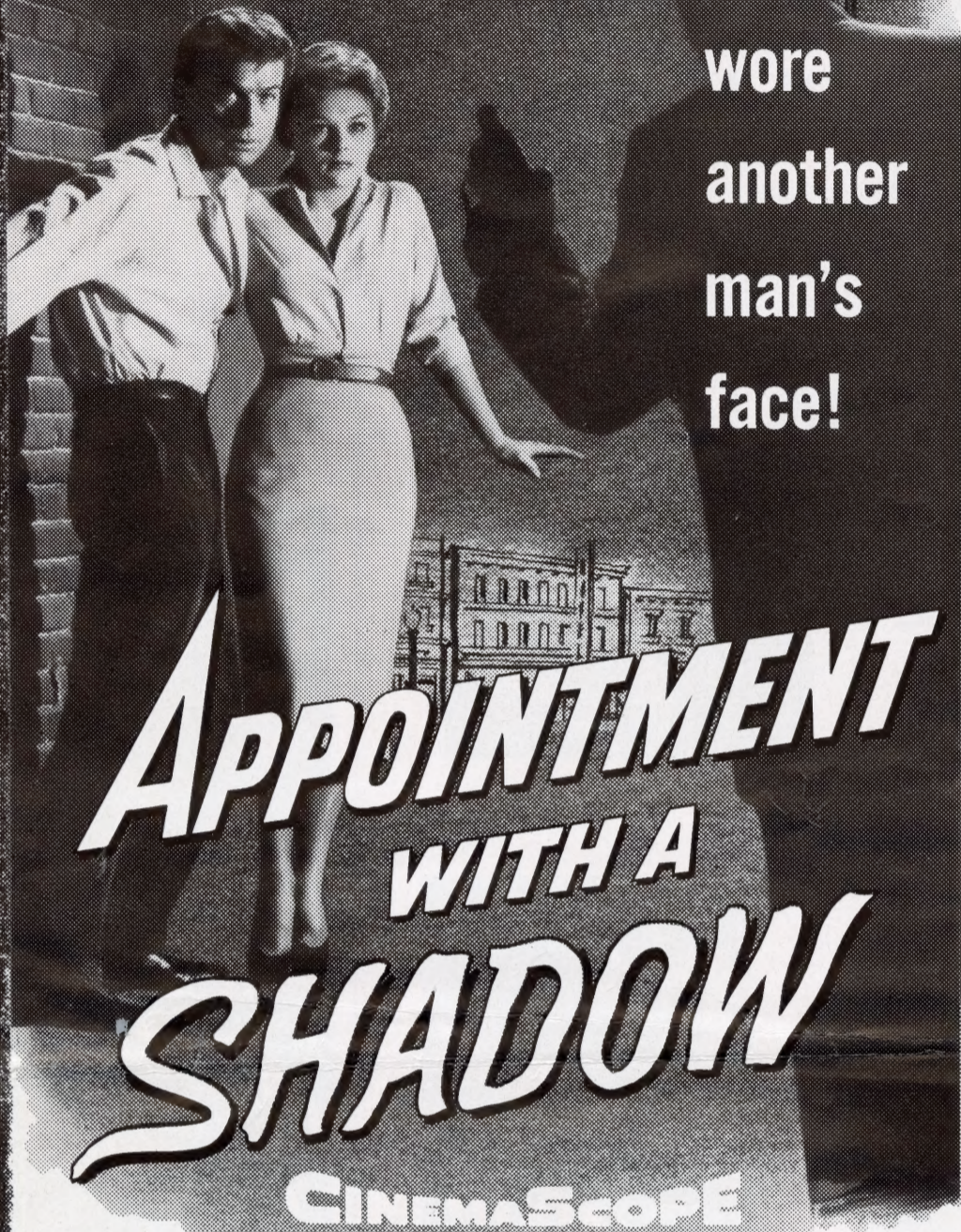
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THEATRE

MAT No. 302

Ad Mat No. 302—535 Lines—3 Col. x 12 1/2"

ON THE ROOFTOP
JUNGLE OF THE
FRIGHTENED CITY

they
had
an



APPOINTMENT WITH A SHADOW

CINEMASCOPE

Starring **GEORGE NADER**
JOANNA MOORE
BRIAN KEITH
VIRGINIA FIELD

with **FRANK deKOVA**

Directed by RICHARD CARLSON
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THEATRE

MAT No. 303

Ad Mat No. 303—600 Lines—3 Col. x 14 1/2"

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ONE SHEET



THREE SHEET



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DEATH STALKED THEM WHILE THEY STALKED A KILLER who wore another man's face!

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THEATRE

MAT No. 207

Ad Mat No. 207—230 Lines—8 1/4" x 2 Col.

APPOINTMENT WITH A SHADOW
CINEMASCOPE

Starring
GEORGE NADER · JOANNA MOORE
BRIAN KEITH · VIRGINIA FIELD
with **FRANK deKOVA**
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 102

Ad Mat No. 102 1 Col. x 28 Lines

APPOINTMENT WITH A SHADOW
CINEMASCOPE

Starring
GEORGE NADER · JOANNA MOORE
BRIAN KEITH · VIRGINIA FIELD
with **FRANK deKOVA**
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 101

Ad Mat No. 101
1 Col. x 1"—14 Lines



"APPOINTMENT WITH A SHADOW" (2-8)



"APPOINTMENT WITH A SHADOW" (1-8)

APPOINTMENT WITH A SHADOW
CINEMASCOPE

Starring
GEORGE NADER · JOANNA MOORE
BRIAN KEITH · VIRGINIA FIELD
with **FRANK deKOVA**
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 103

Ad Mat No. 103 1 Col. x 50 Lines

WAS THIS THE MAN THEY HUNTED ... OR THE KILLER WHO HUNTED THEM?

APPOINTMENT WITH A SHADOW
CINEMASCOPE

Starring
GEORGE NADER · JOANNA MOORE
BRIAN KEITH · VIRGINIA FIELD
with **FRANK deKOVA**
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 202

Ad Mat No. 202 2 Col. x 2 3/4"—76 Lines

ON THE ROOFTOP JUNGLE OF THE FRIGHTENED CITY they had an

APPOINTMENT WITH A SHADOW
CINEMASCOPE

Starring
GEORGE NADER · JOANNA MOORE
BRIAN KEITH · VIRGINIA FIELD
with **FRANK deKOVA**
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 104

Ad Mat No. 104—95 Lines
1 Col. x 6 3/4"

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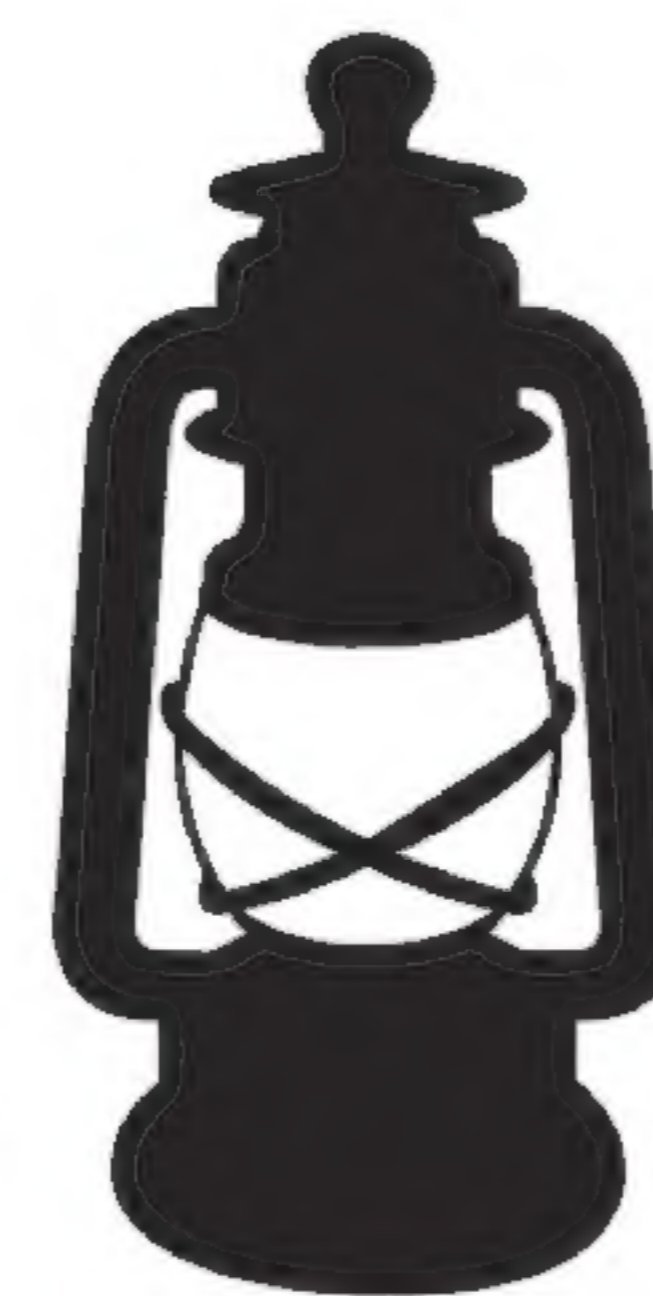
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